

# ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous), Affiliated to Osmania University  
DEPARTMENT OF BUSINESS MANAGEMENT

SEMESTER-VI

BBA (ENTREPRENEURSHIP)

PROJECT WORK

DSE

## SCHEME OF INSTRUCTION

Credits	:	5
Instruction mode	:	Experiential Learning
Course Code	:	BM.07.301.215T

## SCHEME OF EXAMINATION

Maximum Marks	:	100
Internal Assessment	:	40
External Examination	:	60
Exam Duration	:	Viva-Voce

### Project Objectives:

1. To provide an opportunity to investigate a management problem in a scientific manner.

### Project Outcomes: On successful completion of the project work, students will be able

1. To enable students to apply the conceptual knowledge in a practical situation and to learn the art and science of conducting a study in a systematic way and presenting its findings in the form of report.
2. To identify, analyze, and solve problems creatively through sustained critical investigation.
3. To practice the skills, diligence, and commitment to excellence needed to engage in lifelong learning.

**Total marks for project will 100 (Internal 40 + External 60)**

### Internal Assessment (40 Marks)

### EVALUATION TABLE

EVALUATION CRITERIA	Phase I- Project Review (1 to 3 Chapters)	Mock Viva – Phase I	Phase II- Project Review (4 to 5 Chapters)	Mock Viva- Phase II	Log Book (Record)	Meeting Guide (Attendance)	TOTAL
Marks	10	5	10	5	5	5	40

Project viva will be conducted after submitting the project Hard copy for which student will be awarded with 60 Marks



### Evaluation of 60 Marks

External viva will be conducted by the External examiner and marks shall be awarded. depending on the answers given by the students, **External Evaluation (60 Marks)**

**Total marks for project=100 (Internal 40 + External Viva 60)**

#### External Marks Division:

#### Project evaluation for 60 marks External Scheme

SL.NO	DETAILS	MARKS
1	Title & Objectives	5 marks
2	Research methodology	15 marks
3	Chapter II: Review of Literature [Current and good quality literature]	10 marks
4	Chapter IV: Data analysis and Interpretations	10 marks
5	Chapter V: Findings, Conclusions and suggestions	10 marks
6	Overall presentation of the report & Viva	10 marks
	Total	60 marks

#### SGPA CALCULATION

Marks	Qualitative Meaning	Grades
85 and Above	Outstanding	O
70 - 84	Excellent	A
60-69	Good	B
55-59	Average	C
50-54	Moderate	D
40-49	Pass	E
Less than 40	Fail	F

#### Details of Project Report

As a student of Bachelor of Business Administration (BBA) you are required to undertake a major individual piece of research work - the Project. The students are required to do project



work in any area of Management under the guidance of Internal Faculty Member assigned to the student.

Students must ensure that they maintain **regular contact with their supervisor** and also that they provide the supervisor with drafts of their work at regular intervals. Finally, to keep yourself up-to-date and under control as regards your project, it is imperative that you **meet your supervisor regularly**.

The Project work usually consists of selecting a Topic / Problem / Theme in their respective area of specialization, gather relevant data, analyze and interpret the same in a systematic and scientific manner.

The Project Work should be undertaken under the supervision of the Faculty Member assigned for the purpose.

### **1. CHOOSING A TOPIC**

Choosing your topic is probably the hardest thing you will do. **The choice of topic is up to you, with guidance from your supervisor, but, he/ she is not there to make the decision for you.**

To a large extent, your ideas will be influenced by your situation. If you are in employment you may be able to research into a real life problem or, if you are not employed, you may choose a more general business issue. In either case, initial ideas are likely to originate in a vague form and may lack a clear focus. These then need to be developed into something manageable and practical by consideration of available literature/ texts and discussion with your project supervisors once allocated.

**Whatever the source of your project idea, familiarity with the area is imperative for the successful completion of the project.**

### **2.SCOPE OF THE PROJECT**

An acceptable project will normally fall into one of the following categories:

- **Exploratory**- a study that involves carrying out original research in order to meet the organization's continual need for new information for forward decision-making. The main issues may be human, economical, functional etc, but the construction and/or application of some kind of research instrument are the focus of the study. The analysis of the research findings (e.g. client's responses to questionnaire about changing product



specifications) should take place, resulting in proposals about how to manage relevant aspects of the organization's future.

- **Explanatory**- a study, which would involve studying relationships between different variables like a cause & effect relationship study.
- **Descriptive**- a study that would need an in-depth portrayal of an accurate profile of events or situations from the business environment.

## 1. PROJECT GUIDELINES

### **ORDER OF THE PROJECT ARRANGEMENT COPY**

1. TITLE/COVER PAGE
2. STUDENT'S DECLARATION
3. COMPANY CERTIFICATE
4. COLLEGE/ SUPERVISOR'S CERTIFICATE
5. ACKNOWLEDGEMENTS
6. ABSTRACT
7. TABLE OF CONTENTS
8. LIST OF TABLES
9. LIST OF GRAPHS
10. CHAPTER I
11. CHAPTER II
12. CHAPTER III
13. CHAPTER IV
14. CHAPTER V
15. BIBLIOGRAPHY
16. ANNEXURE –QUESTIONNAIRE/Any other supporting documents

### **TECHNICAL SPECIFICATIONS OF THE PROJECT**

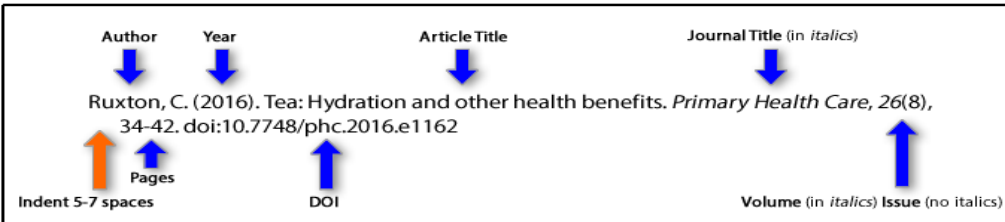
- ❖ The project should be typed on **A4 white paper**, and should be 1.5 SPACING.
- ❖ Minimum number of pages for Project to be accepted is 60 pages.
- ❖ Times Roman Font with 16 font size for the main headings, 14 font size for side heading and rest of the matter 12 font size
- ❖ Document should be justified and aligned



- ❖ The left margin should not be less than 40 mm and the right margin not less than 20 mm.
- ❖ **Pages should be numbered from Chapter I to Chapter V**
- ❖ **The title page should not carry any page number. For initial pages(i.e. from students declaration to Abstract) numbers should be given in small Roman Numbers. (Like i, ii,iii,iv etc,)**
- ❖ **Report should contain main page numbers (i.e.1, 2.....) after Abstract. Main page numbers should start from first page of Chapter 1 and will continue until last page of the report.**
- ❖ **Page numbers are to be given at the centre of bottom of the page. Pages separating Chapters should not be numbered but be counted.**
- ❖ **All tables, figures and graphs should be consecutively numbered or lettered, and suitably labelled**
- ❖ **Tables and graphs should be titled above whereas figure should be titled below.**
- ❖ Should not underline the heading/subheadings and should not put colons ( : ) in headings or subheadings.
- ❖ The figures, Graphs and tables occurring in a chapter may be serially numbered as Fig./Graph/Table 1.1, 1.2 etc., where the first digit represents the chapter, the second digit represents Figure number
- ❖ Article Summary format
  - Avery, Robert and Elliehausen (1986) found, while few families in any group indicated a willingness to take substantial financial risk, high income families were much more likely than the population as whole to report a willingness to take above average or average financial risk to earn higher returns.
  - Articles can be downloaded from the sources – Infilbnet / Reputed E- Journals also.
- ❖ The bibliography list should be made strictly in alphabetical order of the name of the authors. All the articles reviewed are to be reflected in Bibliography.
  - For **TEXT BOOK**:
    - Last name, Surname. (Year). Title of the text Book, Place of Publication, Name of the Publisher.
  - Ex: James, H. (1937). The ambassadors. New York, NY: Scribner



- Saunders, M. et al (2003). Research Methods for Business Students (<sup>3rd</sup> edition). Harlow, Pearson Education.
- **Journal Articles**
  - Author Name, initial. (Year). Title of the article. Title of the Journal. Volume Number (Issue No), Page Nos.



After Phase II, The students need to submit within the stipulated time the following.

- 1 Xerox copy of Project letter from the Company.
- 1 CD loaded with soft copies of complete project and scanned copy of project completion letter/Internship completion letter from the company. The students are strictly instructed to mention their Roll no, Name, Project title and Company name on the CD.
- 3 hard bound copies duly signed by Project Guide, HoD and Principal.
- Log book duly signed by Project guide. (Log book carries 15 marks – 5 marks for the book, 5 marks for meeting the guide on regular basis and 5 marks for the consistency in project progress).